

## Message Text

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PAGE 01 BANGKO 18671 010614Z  
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----124464 020644Z /14

R 301055Z JUN 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7019

UNCLAS BANGKOK 18671

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: CENTRAL DEPARTMENT STORE LTD.

REF: USDOC 10453

1. THAILAND  
OFFICE USE: 2. 549 3. 0150100 4. 01

5. CENTRAL DEPARTMENT STORE LTD.

6. G.P.O. BOX 741, 306 SILOM ROAD

7. BANGKOK

8. CONTACT: SAMRIT CHIRATHIVATANA

9. TITLE: MANAGING DIRECTOR  
OTHER OFFICIALS ARE: VANCHAI CHIRATHIVATANA, DIRECTOR;  
SUTHIKIAT CHIRATHIVATANA, DIRECTOR.

10. PHONE: 2336930 11. TELEX: CETRAC TH 2768

12. CABLE: CETRAC BANGKOK

13. ESTBL: 1949 14. EMPL: 2,000 15. SIZE: VERY LARGE  
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16. RUPUTATION: Y-EXCELLENT 17. RPT DATE: 06/78  
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 53110 DEPARTMENT STORE

23B 54110 SUPERMARKET

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK:  
BANGKOK METROPOLITAN BANK, 84 RAJAWONGSE ROAD, BANGKOK, THAILAND.

26. TRADE REF: HELENA RUBINSTEIN INC., 767 FIFTH AVE., NEW YORK,  
N.Y. 10022.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF HELENA RUBINSTEIN  
INC., 767 FIFTH AVE., NEW YORK, N.Y. 10022 FOR COSMETICS; BLUE  
BELL INC., 929 EMPIRE STATE BLDG., NEW YORK, N.Y. 10001  
LICENSEES FOR JEANS AND WEARING APPARELS; MANHATTAN INT'L, 1271  
AVENUE OF THE AMERICAS, NEW YORK, 10020 LICENSEES FOR MEN'S  
WEAR, UNDERWEAR; VANITY FARI MILLS INC., 640 FIFTH AVE., NEW YORK,  
N.Y. 10019 FOR LINGERIE AND UNDERWEAR; ANSON INC., MIAMI,  
FLORIDA FOR MEN'S AND LADIES' JEWELRY, WRITING INSTRUMENTS, GIFT  
SPECIALTIES; LOVABLE INTERNATIONAL, NEW YORK, N.Y. FOR LINGERIE  
AND UNDERWEAR; BALI BRASSIERE CO, NEW YORK, N.Y. FOR LINGERIE AND  
AND UNDERWEAR; H. GOODMAN & SONS, NEW YORK, N.Y. FOR HAIR  
ACCESSORIES,  
REVELL INC., VENICE, CALIFORNIA FOR TOYS AND MODEL KITS:  
VICTORIA VOGUE INC., BROOKLYN, N.Y. FOR POWDER PUFFS; BURLINGTON  
INDUSTRIES, NEW YORK, N.Y. FOR MEN'S SOCKS AND DOMESTIC  
PRODUCTS; C.M. OFFRAYS, NEW YORK, N.Y. FOR RIBBONS: THE WEST BEND  
CO., WEST BEND, WISCONSIN FOR COOKWARE; FIELDCREST MILLS INT'L  
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INC., NEW YORK, N.Y. FOR DOMESTIC PRODUCTS; AJAX HARDWARE CORP.,  
LOS ANGELES, CALIF. FOR FURNITURE FITTINGS; BUZZA INC., CINCINNATI,  
OHIO FOR GREETING CARDS; STYLEBUILT ACCESSORIES INC., CORONA, N.Y.  
FOR BATH AND BOUDOIR ACCESSORIES; SWANK INC., NEW YORK, N.Y. FOR  
MEN'S ACCESSORIES; IMPERIAL WALL COVERINGS, CLEVELAND, OHIO FOR  
WALLPAPERS; WARNACO INT'L BRIDGEPORT, CONN. FOR LINGERIE AND  
UNDERWEAR; ONEIDA LTD., ONEIDA, N.Y. FOR SILVERPLATED TABLEWARE;  
RUST CRAFT GREETING CARDS, DEDHAM, MASS. FOR GREETING CARDS;  
WESTAB, SANTA CLARA, CALIF. FOR STATIONERY; NORCROSS INC, WEST  
CHESTER, PENN. FOR GREETING CARDS AND STATIONERY; JOCKEY INT'L INC.,  
KENOSHA, WISCONSIN FOR MEN'S UNDERWEAR/SPORTS WEAR; HANG TEN INT'L,  
SAN DIEGO, CALIF. LICENSEES FOR SPORTSWEAR; PEZ INT'L, WEIN,  
AUSTRIA FOR CONFECTIONERY; LIFE SAVERS (AUSTRALIA) LTD.,  
AUSTRALIA FOR CHOCOLATES; ORTH PLAST, COPENHAGEN FOR BRUSHES;  
LEGO SYSTEMS DENMARK FOR TOYS; THE JAEGER CO., LTD., ENGLAND FOR  
MEN'S SOCKS; SHILTON LTD., ENGLAND FOR LADIES' HANDBAGS; KIGU LTD.,  
ENGLAND FOR GIFT ITEMS.

28. POST EVALUATION; CENTRAL DEPARTMENT STORE WAS ESTABLISHED IN  
1947 AND WAS REORGANIZED IN 1968 AS A CORPORATION WITH AN  
AUTHORIZED CAPITAL OF \$500,000 TO OPERATE A DEPARTMENT STORE CHAIN.  
FIFTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER

FROM EUROPEAN COUNTRIES, AUSTRALIA, JAPAN, TAIWAN, HONG KONG, INDIA AND PAKISTAN. IT OWNS THREE BUILDINGS IN WELL-PLACED SITES IN BUSY AREAS OF BANGKOK; STORE NO. 1 (SILOM ROAD) MEASURES 9,000 SQ. METERS WITH A PLAN TO EXPAND ADDITIONAL 2,500 SQ. METERS; STORE NO. 2 (CHIDLOM ROAD) HAS 20,000 SQ. METERS WITH PLANS TO EXPAND THE BUILDING TO 6 FLOORS; STORE NO. 3 (WANG BURAPA ROAD) HAS 4,000 SQ. METERS AND A PLAN TO EXPAND MORE SALES SPACE BY END OF 1978. CENTRAL DEPARTMENT STORE PLANS TO OPEN A FOURTH STORE NEXT YEAR IN THONBURI AREA WITH A SIX STORY BUILDING COVERING A SPACE OF 5,000 SQ. METERS. COMPANY'S WHOLESALE OPERATION LAST YEAR REPORTED TO BE \$16,500,000 REPRESENTING A SHARP INCREASE OF 175 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1977. IT HAS A TOTAL OF 2,000 EMPLOYEES INCLUDING 30 TRAVELLING SALESMEN. CENTRAL DEPARTMENT STORE IS MANAGED BY UNCLASSIFIED

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MR. SAMRIT CHIRATHIVATANA AND FIVE BROTHERS, ALL WELL-KNOWN IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANK REPORTS THAT FIRM'S FINANCIAL STANDING IS SOUND AND THEAT CREDIT FACILITIES HAVE BEEN USED TO THE BANK'S SATISFACTION. IT IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY  
O'DONOHUE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780273-0162  
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**Original Handling Restrictions:** n/a  
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**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** WTDR/FTI: CENTRAL DEPARTMENT STORE LTD.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/48bf5087-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014